

**IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Roberto Licon et al.
SERIAL NO.: 10/798,709
FILING DATE: March 10, 2004
TITLE: System And Method For Selecting Content For Displaying Over
The Internet Based Upon Some User Input
EXAMINER: Paul Kim
GROUP ART UNIT: 2161
ATTY. DKT. NO.: 24207-10451

AMENDMENT C AND RESPONSE UNDER 37 CFR §1.111

Sir:

This amendment for the patent application identified above is in response to the Office Action dated August 2, 2007, which sets a shortened statutory period for response that expires on November 2, 2007.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.

Kindly amend this application as indicated herein.